



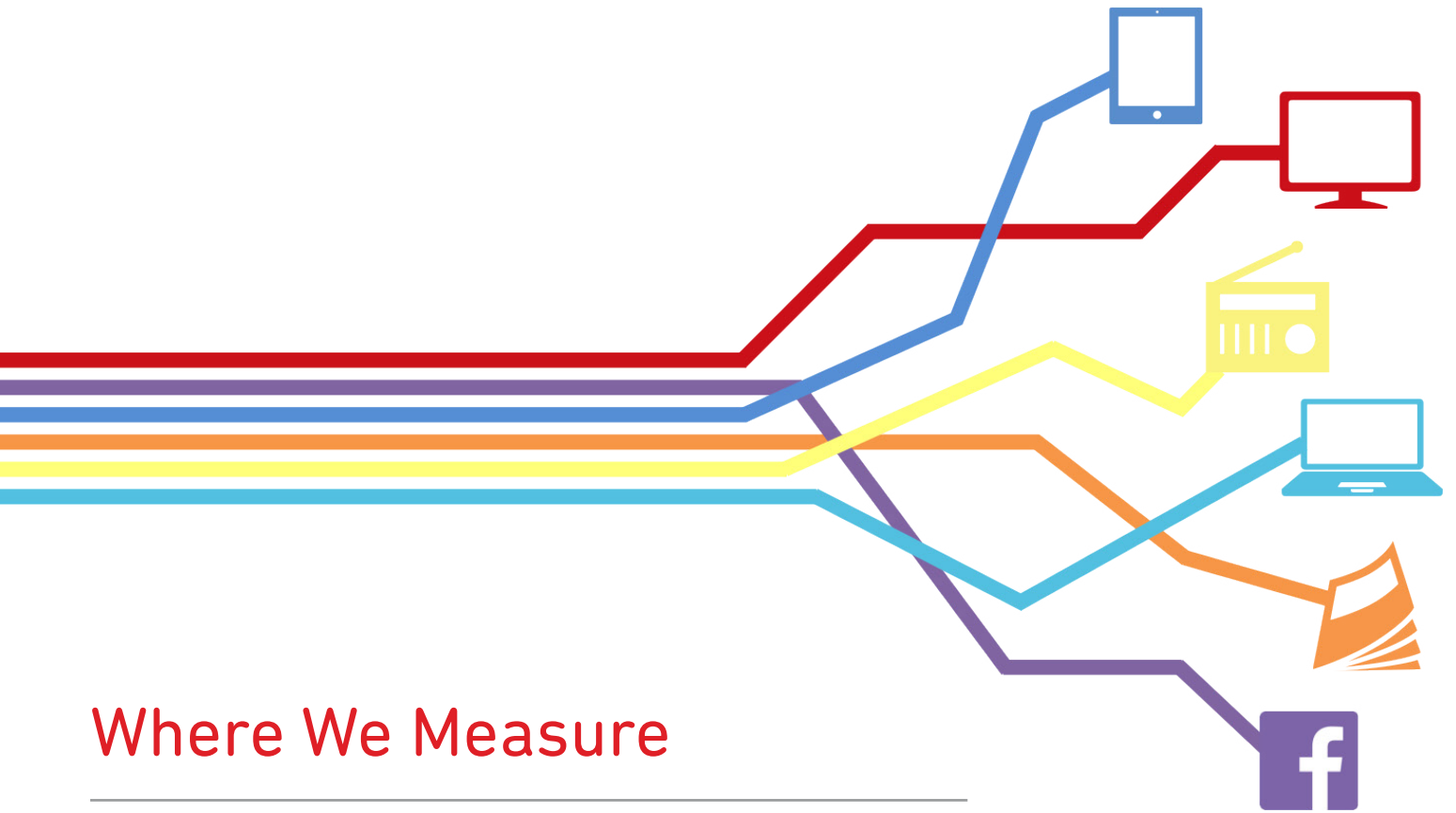
## Latitude°

Our approach to cross-platform advertising effectiveness goes beyond simply demonstrating lift across traditional brand metrics. We tell a comprehensive story about *why* and *how* multiple platforms play complementary roles in driving engagement with

## 360° Campaign Effectiveness

sponsored content and in generating brand impact. (How *does* 1+1=3?) Our studies often include creative, qualitative elements to complement quantitative findings for a truly 360° perspective. Additionally, we help clients demonstrate the unique value of their environments for brands. With an emphasis on digital, mobile and social platforms, we assess dimensions including:

- Advertising & brand awareness
- Behavioral impact (e.g., purchase intent, etc.)
- Cross-platform campaign content reactions
- Individual platform engagement & roles
- Performance by demographic & target audience groups
- Sponsorship fit with environment



## Where We Measure

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Our cross-platform campaign studies can assess the effectiveness of marketing efforts across a variety of platforms, including:

- **TV** (traditional ad spots, in-show integrations, & promos)
- **Mobile websites & apps** for smartphones and tablets
- **Online** (static & interactive display, video players, & games)
- **Social media** (Facebook games & apps/widgets)
- **Radio**
- **Print**

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We are continually expanding on our techniques by partnering with other research and technology providers whose unique products and services can be integrated into our cross-platform explorations—allowing for innovative approaches that provide new dimensions of data and insights to our clients. Some of these partners include:

- **Safecount**
- **SocialQ**
- **Wakoopa**
- **ADimension**

# Who We Measure

Latitude has considerable expertise gauging cross-platform campaign effectiveness for end clients in industries including:



 We conduct studies for single-sponsor campaigns or multi-sponsor (i.e., “tent-pole”) events. Separate reports are prepared that can be delivered to each sponsor without the hassle of repackaging.

# What We Measure

Our evaluations demonstrate lift across the following metrics:

*Comparison demonstrates campaign lift*

Effectiveness Dimensions	Specific Metrics	Non-Exposed to Campaign	Exposed to Campaign
Ad & product awareness	<ul style="list-style-type: none"> <li>Ad/campaign recall</li> <li>Brand &amp; product awareness</li> </ul>	X	X
Messaging reactions & opinions	<ul style="list-style-type: none"> <li>Opinions of overall campaign or specific elements</li> <li>Receptivity to campaign messaging</li> </ul>		X
Product perceptions	<ul style="list-style-type: none"> <li>Perceived value of product</li> <li>Reactions to specific features or benefits</li> </ul>	X	X
Behavioral impact	<ul style="list-style-type: none"> <li>Intent to seek more product information</li> <li>Intent to engage in other follow-up behaviors</li> <li>Intent to purchase (or increase usage)</li> </ul>	X	X
Added value of cross-platform sponsorship	<ul style="list-style-type: none"> <li>Specific role of each platform or campaign element in driving engagement</li> <li>Relative strengths of specific campaign elements</li> </ul>		X
Environment value	<ul style="list-style-type: none"> <li>Sponsorship fit with network and specific programming</li> <li>Network and programming transference effects on sponsor</li> </ul>		X

*\*We can also evaluate additional dimensions, including customized metrics.*

# How We Measure

Latitude offers multiple methodological approaches depending on our clients' specific needs:

Type of Study Design	Description	Benefits
<b>Pre/post</b>	Participants respond to a survey prior to exposure and another survey afterwards, capturing the direct impact of exposure to campaign materials.	Reactions and campaign impact can be tracked across the same group of individuals.
<b>Exposed/control</b>	Two separate groups—one exposed to campaign materials, and one demographically comparable but unexposed—are measured to determine the impact of campaign exposure.	Demographically matched groups are compared without any potential sensitization to a specific brand or product category.
<b>Recruit-to-view</b>	Participants are recruited specifically to view content (on air or across platforms) featuring campaign elements.  <i>*This type of study can be conducted with a pre/post or exposed/control design.</i>	Results reveal the impact of exposure to a “live” environment where all typical cross-platform activities can take place.
<b>Simulated viewing</b>	Participants are exposed to campaign materials within an online survey or online simulated viewing environment.  <i>*This type of study can be conducted with a pre/post or exposed/control design.</i>	Flexibility with study timing and greater control over exactly which sponsorship elements are experienced allow us to isolate specific components of interest.

*\*Latitude also designs studies around site intercepts and natural exposure scenarios.*

**Our studies often incorporate creative, qualitative activities and other add-ons to deepen quantitative findings.**

We conduct a broad spectrum of activities depending on a client's specific needs, including:

- **Audience reactions:** in-depth phone interviews, yielding rich verbatim material about a specific campaign
- **Creative testing:** simulated viewing environments for deeper insights about traditional advertisements, vignettes, etc., using our video evaluation suite (Lumière)
- **Multi-Screen Immersion Labs™:** a real life, real-time window into audiences' cross-platform viewing behaviors and content engagement



# Details & Options

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Latitude's 360° Campaign Effectiveness approach emphasizes the role of mobile and social—while preserving our characteristic focus on brand impact and the “why?” behind cross-platform behaviors. We customize our studies based on clients' specific needs. Here are some of the options we offer:

- Studies can be conducted around single-sponsor campaigns or multi-sponsor (i.e., “tent-pole”) events. Separate reports are prepared so they can be delivered to each sponsor without the hassle of repackaging.
- We offer mobile-optimized surveys and a mobile recruit-to-view option.
- We can design studies that combine the benefits of both naturally recruited sample and recruit-to-view sample.
- We have a successful track record with studies that require participants to download second screen apps, including third party apps (e.g., Zeebox) and network- or show-specific apps.
- We offer rich, multimedia environments for creative testing, with the ability to evaluate static and dynamic banners, sponsored games, and various types of video content, using both structured and open-ended questions.
- Our surveys typically contain a mix of structured quantitative and rich qualitative activities, allowing us to turn data into compelling stories.

**Latitude**<sup>o</sup>



Clients prefer us because we aren't just “number crunchers”; we're seasoned storytellers and TV industry veterans. We have more than 15 years experience working with companies at the forefront of media and advertising.

Recently, we have conducted 360° Campaign Effectiveness studies for clients (and their partners) including NBC, ESPN, MTV, Discovery Channel, A&E, Comedy Central, and more.

## Contact

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